

Brand Guidelines for MiYO® Esthetic System

The MiYO® Esthetic System is made up of various MiYO components, so we want to make sure you are using the proper terminology to describe the system components that you are promoting or referring to in both online and print resources and promotional copy/posts. Here are a few important branding guidelines to follow:

MiYO® Components:

- **MiYO® Esthetic System:** refers to the entire system; MiYO® Liquid Ceramic, MiYO® Pink Liquid Ceramic, MiYO® Enamel Effect Liquid, and all future MiYO® Ceramic products.
 - **MiYO® Liquid Ceramic:** refers to all materials in the MiYO teeth kit; 18 colors and 5 structure materials.
 - **MiYO® Pink Liquid Ceramic:** refers to all materials in the MiYO Pink gingival kit; 12 colors and 3 structure materials.

Referring to MiYO® in text/promotional copy:

- MiYO® is a registered trademark so please use the ® as shown in this document. Per trademark laws, you only need to use the registered trademark once per page within text and if you are using the MiYO logo (see below), you don't need to use registered trademarks at all.
- All letters in MiYO should be capitalized except for the 'i', which should remain lowercase.

Promoting MiYO® on social media:

- MiYO® Esthetic System: Use Hashtag: #miyoestheticsystem or #miyosystem
- MiYO® Liquid Ceramic: Use Hashtag: #miyoliquidceramic
- MiYO® Pink Liquid Ceramic: Use Hashtag: #miyopink or #miyopinkliquidceramic

Using the MiYO® Logos:

Below is a link that includes all the Jensen Dental approved variations of the MiYO® logo. Please don't edit, distort or change the color scheme of our logos or artwork.

